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## Managing Global Customers: An Integrated Approach (Hardback)

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By George S. Yip, Audrey J.M. Bink

Oxford University Press, United Kingdom, 2007. Hardback. Condition: New. Language: English . Brand New Book. Multinational companies need to manage their relationships with multinational customers with a globally integrated approach. This book provides a systematic framework for developing and implementing such global customer management programs. It draws on in-depth research at over 20 major U.S. and European multinational companies, such as ABB, Bechtel, BP, Bosch, British Airways, Carrefour, Daimler-Chrysler, Hewlett-Packard, HSBC, IBM, Schlumberger, Shell, Siemens, Tesco, Unilever, Vodafone, Wal-Mart, and Xerox. Readers will learn how to \* think about managing global customers in the context of their overall global strategy \* develop effective global customer management programs \* overcome barriers to implementation and success \* build better relationships with important customers \* get the entire company to engage with managing global customers This book takes a strategic, total business, and not just sales approach to managing global customers. It also takes a customer as well as a supplier perspective. The book provides guidance on both strategy and implementation. Yip and Bink s Managing Global Customers takes a systematic and logic driven approach, yet provides many creative insights and practical advice. Managing Global Customers highlights the rewards of taking a step...



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